

## Austin Love for You



## Austin Events Wall Calendar

Updates For Awesome People Like You!

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**Dear My Favorite Subscriber,**

Wow how time flies. It's hard to believe that summer will be over in just another six months!

Here, down at the calendar gigafactory, my small team and I are toiling over the final details of the 2022 Austin Events Wall Calendar.

In just a few weeks we'll hit the print button on a giant network of machines that I don't understand and hope never to accidentally fall into.

But enough about me and the great dangers of wall calendar publication.

How are you? I hope you are well.

I have news!

Ok, I realize that I sort of just asked how you were then went right back into talking about me again.

Sorry about that.

I have news – FOR YOU!

I hope that's better.

Thank you for your infinite patient kindness as I try to bridge the gap between me talking about me and me talking about you.

**You are awesome.**

Because you are so awesome and kind and patient and have the curiosity of the ancients, I wanted to share some things with you.

The first thing I want to share with you is that I really don't know what I mean when I say you have “the curiosity of the ancients.”

It's not really a phrase I've ever heard.

But it sounds good and I know you are fantastically curious and also fantastic and since you are fantastic you will take it as a compliment, or at least a kind yet unnecessary kind, acknowledgement of the obvious.

The other thing I want you to know is that **the survey results are in!**

You can find the details lower down in this letter.

But right now I want to get to why you came here for: event updates.

Here's your [Austin Events 2021 Wall Calendar](#) updates for September and October!

Thank you for the support of my local business.

Mike Stefanik  
Founder, Austin Events Calendar

PS: There is currently just ONE Austin Events 2021 Wall Calendar left to be sold in all the world. You can find it on [Amazon where 49 reviews average 4.5 stars!](#)

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## September 2021 - Calendar Updates

Support local musicians on [HAAM Day](#), which this year is Tuesday, September 14.

[Pecan Street Festival](#) will be held on Saturday, September 18, 11 a.m. to 10 p.m. and Sunday, September 19, 11 a.m. to 8 p.m.

Enjoy live music, camping and splashing in the river? Then head to the [River Revival Music Fest](#), September 23-26, Thursday through Sunday.

The 16th annual [NAMIWalks Central Texas](#) is on Saturday, September 25.

Also on September 25, colorful mermaids will make a splash in San Marcos at the [Mermaid Promenade & Downtown Street Faire](#).

## October 2021 - Calendar Updates

Celebrate all things German at [Fredericksburg's Oktoberfest](#) October 1-3, Friday through Sunday.

For more sausage, bier, and live music, don't miss [AustOberfest](#) on Saturday, October 9.

Bringing together national-level films and the largest screenwriters conference in the country, the [Austin Film Festival](#), October 21-28, is not to miss.

On Saturday, October 23, look for the punniest show in town, the [O. Henry Pun Off](#), at the O. Henry Museum.

Mark your calendar—the [Susan G. Komen Central Texas More than Pink Walk](#) has been shifted to Sunday, October 24.

## Survey Results!

I received a lot of great feedback and ideas from survey-takers. Not all ideas will appear in the 2022 calendar but some of them might appear in future editions.

Thanks everyone for filling it out!

*Psssst: [You can still fill the survey out here.](#)*

### PHOTOS

Surprisingly, the majority of respondents had no preference on photo subjects (39%) or preferred seeing people have fun at events (29%)

Which of these best describes the type of photos you want to see?

31 responses



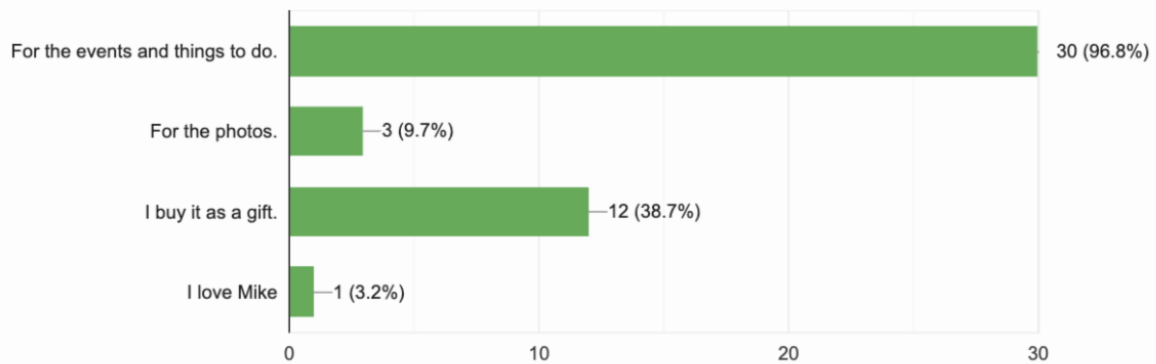
### Why Do You Buy?

In my survey from five years ago, the reason people bought the calendar was split even between photos and things to do. But this time around the "things to do" won out with a whopping 97% of the votes.

Thank you to whomever did that last write in vote. :)

### Which reasons did you buy the calendar?

31 responses



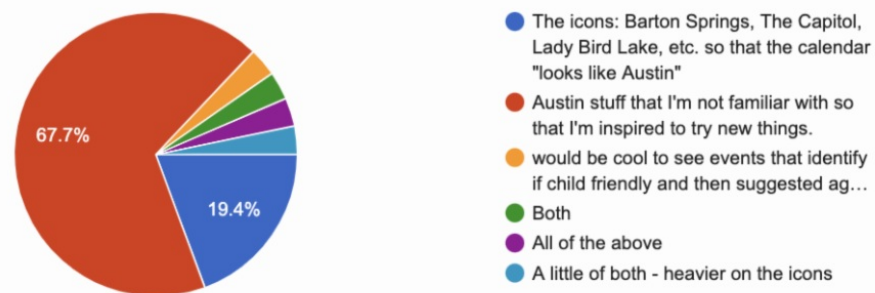
## What Content Do You Want?

Similar to the photos, respondents wanted content that was overwhelmingly "stuff I'm not familiar with" (68%).

I often think of the calendar of a reminder to do the things I already know about but apparently respondents have a far better memory than me.

### Which of these best describes the type of Austin things you want to see?

31 responses



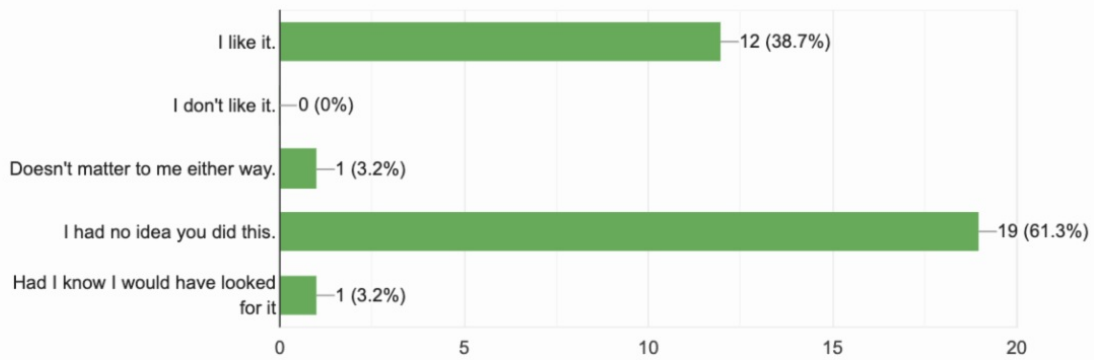
## Did You Know?

OK, here's the response that surprised me the most. Over 60% of respondents didn't know we've been hiding an armadillo in photos the last few years!

Go grab your calendar and see!

What do you think of the hidden armadillo in each photo?

31 responses



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Suggestions for the calendar or this newsletter?  
Just reply to this email!

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This is the end of the email. You're gonna have to go surf the web or something now.